



## PATENT

**Matter No.:** 17954-15

**Applicant:** Adam Michael FENNE

**Title:** DYNAMIC INSERTION OF TARGETED  
SPONSORED VIDEO MESSAGES INTO  
MULTIMEDIA INTERNET BROADCASTS

**Serial No.** 09/428,387

**Filed:** October 28, 1999

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assistant Commissioner for Patents  
Washington, D.C. 20231

#### POWER OF ATTORNEY

Sir:

Pixelon, Inc., having become the owner of all rights to this application by virtue of an Assignment executed by the inventor, the Assignment having been previously submitted for recording, appoints:

W. Poms, Reg. 18,782	M. E. Brown, Reg. 28,590	J. D. Voelzke, Reg. 37,957
G. P. Smith, Reg. 20,142	E. F. O'Connor, Reg. 25,903	G. L. Fountain, Reg. 36,374
H. D. Jastram, Reg. 19,777	A. P. Block, Reg. 35,450	C. J. Lervick, Reg. 35,244
C. A. S. Hamrick, Reg. 22,586	S. R. Hansen, Reg. 38,486	C. Rosenberg, Reg. 31,464
G. E. Lande, Reg. 22,222	D. N. Larson, Reg. 29,401	S. M. Parker, Reg. 36,233
A. C. Rose, Reg. 17,047	J. W. Inskeep, Reg. 33,910	R. S. Tamura, Reg. 43,179
L. J. Bovasso, Reg. 24,075	J. Boyce, Reg. 40,920	C. W. Thompson, Reg. 36,947
D. J. Oldenkamp, Reg. 29,421	R. O. Guillot, Reg. 28,852	J. P. Weir, Reg. 43,253
C. Darrow, Reg. 30,166	C. Berman, Reg. 29,249	G. P. Wood, Reg. 28,133
M. D. Harris, Reg. 26,690	M.B. Farber, Reg. No. 32,612	B. Canter, Reg. No. 34,792
K. A. MacLean, Reg. 31,118	B.H. Bedi, Reg. No. 39,904	C.W. Chou, Reg. No. 41,672
L. C. Cullman, Reg. 39,645	E.G. Beers, Reg. No. 40,508	M.K. Bosworth, Reg. No. 28,186
J.W. Inskeep, Reg. No. 33,910		

whose address is:

#### OPPENHEIMER WOLFF & DONNELLY LLP

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**Attn: Joel D. Voelzke, Esq.**

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their attorneys to prosecute this application and to transact in connection with the application all business in the Patent and Trademark Office and before competent International Authorities including the World Intellectual Property Organization.

To the best of my knowledge and belief, title is in the assignee identified above. I am empowered to act on behalf of the assignee.

I declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true. I make these statements with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the application or any patent issuing from the application.

**PIXELON, INC.**

Date: January 14, 2000

By Brian MacDonald

Name: Brian MacDonald

Title: Chief Financial Officer

Ser. No. 09/428,387

**COPY**

Attorney Docket No. 17954-15

**ASSIGNMENT**

WHEREAS, I, Adam Michael FENNE, the undersigned inventor (ASSIGNOR), have invented DYNAMIC INSERTION OF TARGETED SPONSORED VIDEO MESSAGES INTO MULTIMEDIA INTERNET BROADCASTS, for which I filed an application for letters patent of the United States, Serial No. 09/428,387, on October 28, 1999, and of which I am the sole owner of this invention and improvements; and

WHEREAS, Pixelon, Inc. (ASSIGNEE), a corporation organized and existing under the laws of California, having a place of business at 31726 Rancho Viejo Road, Suite 121, San Juan Capistrano, California, 92675, desires to acquire the entire right, title and interest in and to the inventions, applications and letters patent to be granted and issued for the inventions and applications;

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) by the ASSIGNEE to me paid, and other valuable consideration, the receipt and legal sufficiency of all of which I acknowledge, I, the ASSIGNOR, have sold and do hereby sell, assign, transfer and set over unto the ASSIGNEE, its successors and assigns, the entire right, title and interest:

in and to the inventions and all improvements thereon,

in and to the application for letters patent thereon,

in and to applications pertaining to or based upon the inventions and applications, including divisional and continuing applications and continuations-in-part,

in and to any and all letters patent which may be granted and issued on the inventions and applications, or any of them, not only for, to and in the United States of America, its territories and possessions, but for, to and in all foreign countries, together with and including all priority rights based upon any and all applications in the United States of America covered by this Assignment, and

in and to any right to sue for past infringement of the inventions, improvements, applications and letters patent.

And for the above-named considerations, I agree that I will, at the request of the ASSIGNEE, execute any and all applications for letters patent for the inventions and any and all other papers and documents and do all other and further lawful acts that the ASSIGNEE may deem necessary or desirable to obtain letters patent on the inventions, to secure the grant of such letters patent and to perfect and vest in the ASSIGNEE the entire right, title and interest in the inventions, applications and letters patent.

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And for the above-named considerations, I authorize and empower the ASSIGNEE, its successors and assigns, to apply for and obtain, in its or their own names, letters patent for the inventions before competent International Authorities including the World Intellectual Property Office and in any and all countries foreign to the United States in which applications for letters patent can be so made or letters patent so obtained.

Dated: 12/28/99 1999

Name: Adam Michael FENNE  
 Address: c/o Pixelon, Inc.  
31726 Rancho Viejo Road, Suite 121  
San Juan Capistrano, California 92675

STATE OF CALIFORNIA }  
 COUNTY OF ORANGE } ss.

On Dec 28<sup>th</sup>, 1999 before Lauren L Berry personally appeared Adam Michael Fenne, ☐ personally known to me or ☒ proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument, the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Lauren L Berry  
 Notary Public

(SEAL)

